

**APEAL - the Association of European Producers of steel for packaging.**  
Founded in 1986, APEAL represents:



**10**

steel manufacturing  
plants in Europe

**15 000**

direct employees  
in Europe

**500 +**

steel recycling plants  
in Europe



Steel for packaging is used in a wide variety of applications, such as containers and closures for human and pet foods, beverages, aerosols, personal care, household and automotive care products, industrial products and paints, giftware and promotional products. It is also widely used for hermetically closing glass jars and bottles.



We are committed to help Europe improve  
its use of resources, reduce waste and achieve its circular economy vision



## CIRCULAR ECONOMY

Steel for packaging lifecycle is an example  
of the circular economy at work.



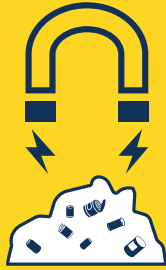
## RECYCLING RATE

is the key environmental  
performance indicator.

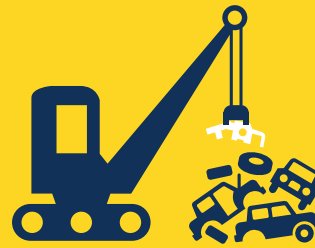


## COMBAT FOOD WASTE

No other packaging material equals steel's  
strength, total barrier properties or shelf life.



Magnetic properties mean easy waste separation and cost-effective recycling.



Steelmaking needs scrap for the production process so all steelmakers are recyclers, all steel products contain recycled steel.



Steel is a permanent material that can be endlessly recycled into new steel products – today's can could be tomorrow's car, train, building or another item of steel packaging.



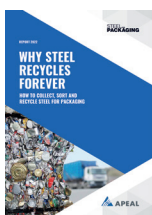
Using recycled steel recovers raw materials, reduces energy consumption and saves CO<sub>2</sub> emissions.



Steel is the most recycled material in the world.



85,5% of all steel packaging is currently recycled across EU members states.



More about steel's real and successful recycling story can be found in our report "Why steel recycles forever"



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